

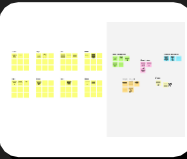


## Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

- 10 minutes to prepare
- 1 hour to collaborate
- 2-8 people recommended

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Need some inspiration?  
See a finished version of this template to kickstart your work.  
[Open example](#)

### Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

10 minutes

- Team gathering**  
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
- Set the goal**  
Think about the problem you'll be focusing on solving in the brainstorming session.
- Learn how to use the facilitation tools**  
Use the Facilitation Superpowers to run a happy and productive session.  
[Open article](#)

## 1 Problem Statement

Normally, retail banking customers often have to endure long turnaround times to have their queries resolved and performing certain services. In today's competitive banking landscape, large banks are struggling to catch up with, compared to their new generation peers.

PROBLEM

One of the options that banks have is to leverage a technology based on is AI chatbots. AI chatbots communicate with humans in a very natural form to resolve their queries and to assist them as required. The core purpose of banking chatbots is to provide the customers with prompt service and to improve the operational efficiency of the bank and its employees.

### Key rules of brainstorming

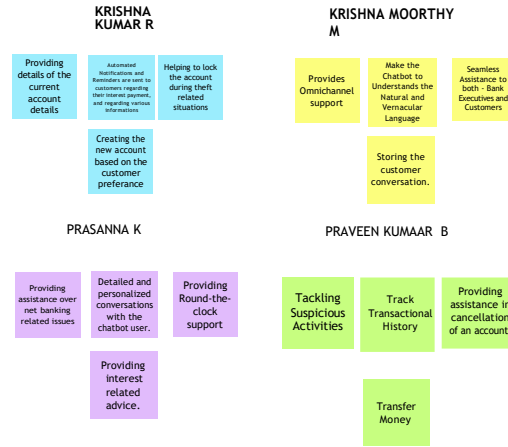
To run a smooth and productive session

- Stay in topic.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- If possible, be visual.

### Brainstorm

Write down any ideas that come to mind that address your problem statement.

10 minutes



**TIP**  
You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

### Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. In the last 10 minutes, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

20 minutes

### 1. Personalised Account related Assistance

- Providing details of the current account details
- Creating the new account based on the customer preference
- Providing assistance in cancellation of an account.

Providing interest related advice.

### 3. Security Assistance

- Helping to lock the account during theft related situations
- Storing the customer conversation.
- Track Transactional History
- Tackling Suspicious Activities

### 2. End to End Support

- Automated Notifications and Reminders are sent to customers regarding their interest payments, and regarding various information
- Make the Chatbot to Understands the Natural and Vernacular Language
- Seamless Assistance to both - Bank Executives and Customers
- Provides Omnichannel support

### 4. Personalised assistance

- Transfer Money
- Providing assistance over net banking related issues
- Detailed and personalized conversations with the chatbot user.
- Providing Round-the-clock support

**Ai Based discourse for banking Industry(Chatbot Creation)**

**TIP**  
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

### Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

20 minutes



### After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

### Quick add-ons

- Share the mural**  
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.
- Export the mural**  
Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

### Keep moving forward

- Strategy blueprint**  
Define the components of a new idea or strategy.  
[Open the template](#)
- Customer experience journey map**  
Understand customer needs, motivations, and obstacles for an experience.  
[Open the template](#)
- Strengths, weaknesses, opportunities & threats**  
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.  
[Open the template](#)

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